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Consumers' guide

August 1943



American youth pitches in

No feast, no famine



ROY F. HENDRICKSON.

Director, Food Distribution Administration

There are signs that better understanding is growing of our Nation's food problems because less frequently is the food situation being described simply as "good" or "bad." The food situation is no more simply "good" or "bad" than most people are "good" or "bad." Such terms are lazy generalizations to dispose of a complex problem in entirely too simple a fashion.

People who engage in talk like "Starvation is just around the corner" are headline hunters of simply a different species than people who say, "there will be plenty of food." These are extreme positions of optimism or pessimism. Such oversimplification does not help us as consumers very much to try to fit into a dynamic situation and cooperate with the war food effort in the way that all are anxious to cooperate.

There will be shortages and there will be seasonal items in long supply. Consider the recent developments in connection with potatoes in the eastern portion of the Nation. In early May potatoes became very scarce because of (1) the poor early crop in the deep South ordinarily depended upon to supply much of the East coast's requirements during May and early June, (2) the very large demand for seed by farmers—desirable because this meant more acres of potatoes for the 1943-44 supply, (3) large Government requirements because many of our ships and foreign stations have to depend upon old-crop potatoes until late in the summer of 1943

while others depend upon dehydrated potatoes from plants which had to be kept going until new potatoes would become available in June.

We had a sort of potato famine for a number of weeks. And it was irritating, but most housewives demonstrated resourcefulness in dealing with the situation. Now the situation has changed. Today as this is written (June 25) we in the Food Distribution Administration are bombarded by reports that the potato market has broken, that hundreds of cars of potatoes from North Carolina, Arkansas, and Oklahoma sent by farmers to market are not being purchased. The War Food Administration, in order to insure an adequate supply of potatoes this year, placed a price support under potatoes varying by producing areas. Potatoes threatened to be marketed at less than that support price and the Government must keep faith with its citizen producers in this as in every other case. So we have given instructions to our buyers to stand ready to support the Government's guaranteed minimum price even though it may mean that by nightfall we will have purchased 400 cars of potatoes for which we do not have a very adequate outlet because of the suspension of our direct distribution programs.

Consumers will want the Government to keep faith with producers not only because it wants the Government's word to be good in an exact sense; but consumers also in terms of their own self-interest are anxious to have potato supplies adequate for the year ahead. Many of them recognize that with the pressure of our military and Allies increased consumption demands for food, we will wisely eat more potatoes than we did during the pre-war period.

In the United Kingdom, consumption of potatoes has been increased nearly 42 percent since the beginning of the war. Axis areas, particularly in central Europe, have stimulated the production and consumption of potatoes. In fact they have been the most important feed in the production of

hogs in Germany for some years past. And there are plenty of areas of the world which are hungry which are without potatoes and without other foods in adequate quantities as well.

Increasing the consumption of potatoes is one of the things that as consumers we should look forward to doing this year unless, of course, crop conditions change and reduce substantially the present outlook for large quantities to be available for marketing during the summer, fall, and winter. They should be reasonable in price; nutritionally they have many assets; most people like them and there are many ways of preparing them to meet the variety of appetites.

The shift in the potato situation on the East coast, from famine to feast, can always be reversed with relatively short notice, although the extremes of feast and famine are not commonplace. This situation simply illustrates how one of the many elements that make up the food situation can change quickly. The food situation is made up of scores of these elements, each with a particular situation applicable to them. A dozen of the elements may be "bad" at the same time that another dozen may be "good" while many others may be in intermediate areas. Thus the situation defies an oversimplified term such as "bad" or "good."

Never has United States food been called upon to do the job it is being called upon to do in this war.

We can expect to be called upon to make greater food sacrifices than we have made to date. We will make those sacrifices. We will make them in the full knowledge that thousands of American men and women are making an immeasurably greater contribution to the winning of this war than many of us can hope to make incident to preparing meals and eating them three times daily. While we will have to give up luxuries, and we cannot expect to have as many of the necessities as we would like all the time, they will have to give up very, very much more.

Roy F. Hendrickson



44 delegates gathered at the United Nations Food Conference.



"when a really bad thing happens today, it affects everyone."



"poverty, hunger, and disease are their constant companions."



"The third freedom in the Atlantic Charter is freedom from want."

Exploration for a better world

Here is the story of how the Hot Springs Food Conference may affect your way of living in the years to come.

By Gove Hambidge

In 17 days at the end of May and the first part of June 1943, the outlines of a better future were sketched by the representatives of 44 nations at Hot Springs, Va.

This was the United Nations Conference on Food and Agriculture, called by President Roosevelt as one of the first steps in making the Atlantic Charter with its four freedoms a concrete reality.

One of the freedoms in the Atlantic Charter is freedom from want. The first

want of a human being, from the time he begins life, is food. Farmers produce the world's food, and two-thirds of all the world's people are farmers. Their welfare is basic to that of the other third. So it was right that this first conference should deal with food and agriculture.

Those who attended the conference have a feeling that it was tremendously significant and very successful; it started things that may affect for the better not only our lives but those of our children and our children's children.

This may prove to be wrong. Planting even the finest hybrid corn seed is no guarantee that you will get the big crop you are looking for. The soil has to be right and rich. Weeds, hail, drought, or flood may wreck the hope of harvest.

Here was good seed—the seed of future peace and opportunity for common men. Will we nourish and cultivate it? Or will we neglect it and let the crop be ruined by passion and jealousy and selfishness and cynicism?

It is up to us of this generation.

Back of the work of the delegates was a

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world of want. Each knew that human beings as a whole, the world over, have never had enough food.

Though the United States and some other countries do pretty well, even here not more than a third of the people are at a level of nutrition that spells sound health and full development. Another third—some two-score million—are always at a level that spells ill health and crippled powers.

Elsewhere there are areas where vastly more millions live so closely crowded together that each family has only a tiny piece of soil from which, by the most patient labor, to coax a meager subsistence. Poverty, hunger, and disease are their constant companions—children potbellied and rickety; women dying in childbirth, unable to nourish another life; men's ribs sticking to their backbones. Let an accident happen to a single crop, and a whole countryside may perish of starvation.

These things are not only true under war conditions. They are normal. The world has never had enough food, and in the past it was thought that it could not have—that population would always increase faster than the food supply, and starvation for many people was a law of nature.

The conference denied this and said that these conditions are the fault of men and nations, and that they can and must be changed.

In effect, the conferees said: "Are we men and women of the twentieth century, who can fly around the globe, unable to tell where our next meal is coming from? Are we, who have conquered the most subtle and terrible diseases, unequal to getting enough food to sustain life and health? No. The same kind of effort that has enabled us to achieve the miracles of flight and the conquest of disease also enables us to multiply the fruitfulness of the earth manifold. This has been done in some places, but never before have nations dared to think of doing it on a world scale. We believe it can be done."

There was general agreement on this among delegates representing 44 countries, three-fourths of the world's people, and many races, creeds, and political systems.

The fact is that when a really bad thing happens today, it affects everyone. The crash in 1929 was not confined to the New York stock market; that was only a symptom of an economic disease that became world-wide. Similarly, when Japan invaded Manchuria, when Italy machine-gunned the Ethiopians, and when Germany

and Italy sent bombers over Spain, we all suffered in due course and in full measure. It cannot be otherwise in a world as closely knit together as ours now is.

It will be still more true in the future.

But is it not equally true that when a really good thing happens today, it also affects everyone? Or, to put it differently, can we not start a train of good events that will affect the whole world as readily as we can start a train of evil events.

This was very strongly the feeling of the Hot Springs conference. Delegates from little countries and big countries felt that after this conflict is over the world can turn toward life rather than death, upbuilding rather than destruction, hope rather than despair. But we must work together or a few may undo the will of many.

The conference was divided into four sections, dealing with nutrition, the production of food by farmers, the distribution of food to consumers, and the setting up of a continuing world organization. All the sections but the last were divided into committees, and some of the committees into subcommittees.

There were differences of view, of course, but they were mainly in degree. Some countries will have a much harder and longer task than others to supply adequate food for all their people.

An expanding world economy

In these discussions it became clear that in every country:

Some people are well nourished; a great many more—in some areas, almost all—are not.

Poverty is the chief cause of hunger and malnutrition, but lack of knowledge plays a big part.

The level of well-being of the whole population can be raised above anything previously known in history if people can get the food they need.

There is need for special measures to see that children, mothers, and the very poor are better nourished.

Marketing, transportation, and modern storage and processing facilities need to be improved and extended—vastly in some areas, where conditions are woefully primitive and inadequate.

Many farmers—in some areas, practically all farmers—need more land, more capital, more equipment, and more knowledge if they are to use modern production methods and get from the soil the kinds and quantities of products, it should be producing.

Much larger quantities of vegetables, fruits, dairy products, eggs, and meat must be produced if people are to be adequately nourished by modern standards.

Conservation farming should be greatly extended, especially in places where people have to mine the soil for enough fuel-supplying foods.

Farming, the world's most basic industry, should have access to credit in amounts and on terms suited to its needs; it should be protected from the effects of extreme inflation and deflation and have security of tenure, ample technical assistance, and reasonable returns.

Research and education must be actively encouraged and extended if production is to keep pace with changing needs and conditions and farmers are to make greater use of modern technology.

These were some of the main points brought out in the day-to-day discussions of the conference. There were others. For example, the delegates agreed that—

World-wide industrial expansion is necessary to back up expanded farm production with adequate purchasing power, and also to provide opportunities for people now crowded too closely on the land to make a decent livelihood.

There must be stable international monetary and economic arrangements.

Arrangements must be made that will permit an orderly and friendly international trade between nations.

It is true that no government was committed to any action by the Hot Springs conference, and that it dealt with principles rather than with specific methods. Men often agree on principles but disagree violently on how to put them into practice.

But who would expect any conference, in 3 weeks in the middle of a world war, to work out detailed methods for solving so wide a range of problems? That is the work of months and years.

The conference was exploratory, and it did a good job of exploring. It said in effect: "We are convinced that all men can have the food they need for life and health if nations will assume this responsibility to their own people and to each other. Such an achievement would be the basis for an era of greater well-being than the world has yet seen. Here are the main principles that must be applied if such a world is to be built; here are the chief problems that must be solved. Now, in God's name, let us get together and build it."

If you have three apples

Dividing the war food supply is no kindergarten problem, as this story about how the Food Advisory Committee works shows.

It is half-past 10 in the morning, June 1. A hot day for wrestling with such problems as face the couple of dozen men now gathering in the office of the Secretary of Agriculture. For this is the Food Advisory Committee and it must recommend who is to get what share of our food supply in the year to come. Just a month to finish the job, too; for years begin in July in Washington.

Today, recommendations for sharing our dried beans and peas, our dairy products are up for approval.

Half of the men present are members of the Committee. They represent the Army and the Navy, the Food Distribution Administration, arm of the War Food Administration which buys for Lend-Lease, the State Department's Office of Foreign Relief and Rehabilitation, and

Interior, the Department that knows the needs of our Territories. Production agencies of the WFA also are represented.

The members take seats around a big table and the dozen other men, experts in the commodities up for discussion, push their chairs back against the wall, make themselves comfortable.

The Secretary of Agriculture calls the meeting to order. And there is a general spreading of papers on the table—long, blue allocation sheets covered with figures, for other meetings and hours and days of planning have preceded this session.

They take up beans, dried ones.

The situation looks better than it did two quarters ago, by a good 200 million pounds. Some beans are arriving from Mexico and it is hoped that we can get some 300 million pounds from that country

and Chile. With present crop prospects, it will all add up to a supply of more than 2 billion pounds. A lot of beans.

Yes, but—

A broad-shouldered man, with rugged features and iron-grey hair, leans forward, his elbows braced on the arms of his chair. His voice is low, quiet, but forceful.

"Supplies for civilians will permit consumption at the 1935-39 level, but I wonder if we shouldn't aim at a greater supply next year," he says. "Recent findings indicate that dried beans have even greater nutritive values than we've thought."

This man is Dr. Russell Wilder, your representative and mine on this Advisory Committee. As Chief of the Civilian Requirements Branch of the War Food Administration, this well-known physician and his staff determine how much of



Strawberries for preserves, millions of pounds of them, get a final checking at a Tennessee plant before shipment to England.

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a particular food we civilians need for fighting strength—and he speaks up for us in meeting.

Someone asks how dried beans compare in food value with soyas.

"Their protein content isn't as satisfactory," says Dr. Wilder. "But more Americans know and like dried beans, so I believe they are better from the standpoint of getting increased consumption of better class vegetable protein. Recent research appears to show that what is lacking in the protein of beans is contained in the bread or other cereals nearly everyone eats."

A suggestion is made that methods of reducing cooking time of dried beans be developed and the Committee goes on to examine the figures the Inter-Agency Allocation Committee has worked out.

It was decided to meet the noncivilian requirements for dried beans in full. That means a 50-50 sharing. We civilians will take 50 pounds of beans out of every 100-pound sack. Our fighting men will get 16 pounds; our allies, with Russia taking most of them, 15 pounds. The Office of Foreign Relief and Rehabilitation will get 9½ pounds, leaving another 9½ pounds for others, our territories and a reserve.

That is the way the allocations of dried beans stand now. That doesn't mean that is the way they will stay. Actual supply may turn out to be different from present estimates. Unforeseen demands may come up—an unexpected shortage of some other protein source for civilians, say, that could best be met with beans.

Allocations are due for reexamination every quarter and often shifts are made.

Take back at the beginning of the spring quarter. With civilian meat supplies running below demand, our spokesman wasn't satisfied with the looks of our cheese supply. The matter was taken up with the British. They were asked to reduce their request by more than half to increase our civilian supplies.

This illustrates how allocations are made and also hints at another important phase of the story—the shift in priorities on the produce of our land.

Last year, our military forces had first call on our food supply, our allies were given what they wanted, and we took what was left. And that was more than all right, since what we had left was more food than we ever had had to eat before.

Then Americans landed in Africa. And wherever American troops moved, they were pledged to bring the kind of help the people of the land most needed. If their need was food, then food it would be.

A new demand on our food supply. And right at a time when demands everywhere were increasing. Our armed forces were expanding and that meant a half pound added to every pound of food each man ate as a civilian. Russia needed all the help she could get and England was still far from self-sufficient. The Red Cross was getting food through better to prisoners of war, our territories needed food, friendly nations were stretching their hands, and here at home, we were putting a good share of our new billions into good things to eat.

There had to be stiffer control of our foodstuffs, that was certain.

We had to find ways of deciding which needs were most essential. American fighting men naturally stayed right at the top of the priority list. Then the rest of us, our allies and others.

It is the difficult job of the allocations agencies to do the careful weighing between wants and needs, to get food and divide it.

Let's consider a gallon of milk.

The War Food Administration knows that it would be impossible to get as much milk as we should like to have, but it is doing everything it can to encourage production. Farm boys have been deferred, price supports set.

The farmer has to decide how many cows he can take care of, then how much land to put in corn, how much to clover. He's not going to get a very good yield of either if he doesn't use fertilizer. . . .

And here's where the Food Advisory Committee's work begins. With the Combined Food Board, on which our allies sit, it has located and allocated all the fertilizer among the United Nations.

Sixty thousand tons of Chilean nitrate of soda have been released from munitions reserves, but on the other hand. . . .

Yes, the competition between food and other weapons begins right there, for the same chemicals that kill men, make plants grow.

We'll leave the farmer with his problems. He has to use high protein feeds to get a good flow of milk and where's he going to get as much as he needs? Man and beast—we're all looking for protein eating. And he just hopes he can get enough seed to plant, enough gas for his



Our troops can't move without food. Where they go, it goes.



Rations that can withstand cold, travel with our ski troops.

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tractors, tires for his trucks, enough help. Oh, yes, and milk cans. And now that they've built that drying plant within hauling distance maybe he should take it the skim from the cream he markets for butter. But that would mean selling off his hogs and everyone is hollering for meat. . . .

Anyway, here's that gallon of milk—now Uncle Sam's headache, along with 14½ billion other gallons.

Everybody is clamoring for milk and dairy products. Seems as if they would like to drink that gallon of milk and have it in cheese, cans, butter, creams, and dried forms, too. But it has to be divided. And this is approximately the way it will be: One quart and three half pints will be left in the form of milk and cream. The cream from another 1½ quarts will go into butter, with pigs likely getting a good share of the skim milk. That leaves three half pints. One will go into cheese, one into cans, and the other will be dried.

The Food Advisory Committee had its say all along the way here. It recommended that butterfat in cream and ice cream be cut down to get more whole milk for cheese and drying. It decided how much of the milk should be evaporated. And along with these and many other big things, it had to decide whether or not the ice cream order should apply to Eskimo Pies—this being American.

The rivalry for war materials that complicates our food problem is well illustrated in the Committee's decision on how much milk should be evaporated.

Seventy-five million cases was the figure

set and that would not be too many—far from it. But at a later meeting it was decided to hold the pack to 70 million cases. It would take 18,000 tons of steel, and an important amount of tin, to put up that other 5 million cases and the Committee had many uses for steel—milk can replacements to get milk to market, nails for orange crates, cans for fruits and vegetables. Well, you should have sat in on the meeting where they weighed each food against the other to decide how much tin it should get. Celery soup and clam chowder? Out for the duration—and beef broths, vegetable soups must be more concentrated. Whole fruits waste space; they must be halved. Glass only for pigs' feet or are they even worth the rubber? Sauerkraut in tin only for the army; bulk kraut in wooden kegs for the rest of us. And down in Texas they sell chili con carne dry and packed in casings, why might not that method be adopted for the whole country?

Steel saved in these ways could go into wire for vegetable baskets, into equipment for dehydration and freezing.

That is why, as we were saying, the evaporated milk pack was set at 70 million cases. And now, some months later, the Food Advisory Committee must decide how that supply is to be divided.

Dr. Wilder puts on his glasses and picks up a paper.

"The babies," he says, "are the priority users of evaporated milk in this country. They must have it and, according to our calculations, based on the rising birthrate, they will need a billion pounds of it in the next 12 months."

A billion pounds—that's 23 million cases. And the Army and Navy have a bid in for 24 million cases. More than half the supply right there! It would take sharp figuring to make the division, and this is how it was done: Out of every case (48 cans), we civilians will get 21, with rationing to make sure that the babies get 18 of them; our fighting men will get nearly 17 cans; our allies 5; and OFR and our territories will divide the other 5 plus.

So we come to butter—with prospects a little brighter than in the year past. We'll have, if all goes well, more than 2 billion pounds to divide and we'll divide it this way: Out of every 5 pounds, civilians will get just an ounce less than 4 pounds, our fighting men will get three-fourths of the pound that's left, Russia will get the quarter pound, and others will divide the ounce.

And now to tell a bit about meat. It looks as if we are going to have 23½ billion pounds of that to divide and, out of every 5 pounds, we will get 3. More than a third of the meat will be beef. We'll get 3¾ pounds of that and Lend-Lease will get none of it. Our allies, however, will take one pound out of every 5 of pork, which will make up half of our meat supply. Civilians will get not quite 3 pounds, but we'll get 4 out of every 5 pounds of veal and 3¾ pounds out of every 5 of lamb and mutton.

That will give 2 pounds of meat a week per capita for all civilian uses in addition to the variety meats, poultry, and fish. And we can have good health on less meat than that, no matter how hard we work, Dr. Wilder says, if we supplement it with such other protein foods as dried beans and peas with bread, eggs, cheese, soya flour, and peanuts.

Meat production will be kept at the highest possible level under conditions of shortened feed supplies. That means that we likely reached the peak in meat production in 1942 and that from now on out we will eat direct the cereals, vegetable proteins, and milk solids that would go into increased livestock production, for it takes about three to five times as many calories to produce a pound of pork as we get out of it.

Such shifts on the food front are particularly to be expected if our present success at arms continues. Just how much we will have to eat in the months to come depends upon the war and the weather. But how we will fare on it depends in a great part on you.



Jungle heat won't spoil these rations native porters carry to frontline foxholes.

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The Third Freedom goes to school

It began more than a year ago in the Grand Avenue district, northwest, of Phoenix, Ariz. The boys in the manual training classes made tables, chairs, and trays for the lunchroom and kitchen in the shack at the rear of the schoolhouse. They made them in all sizes, to fit all sizes of children.

The plan steamed ahead through a hot summer, with the school principal acting as "super" to a gang of volunteers. They tore down the shack and built a 56 x 20 feet dining hall instead. Its ceilings and walls were covered with finished plywood; its kitchen completely equipped.

Last year, it opened for "business"—health business. From 70 to 90 pupils out of a total enrollment of 129, ate a nutritious lunch each school day. Fifteen to 21 of

them ate without charge; the others paid 10 cents a meal for a plate lunch, with second and even third helpings of the main dish.

After 4 months, the daily average attendance rose. So did the marks on the report cards the children brought home to their parents. Weight records showed gains of from 1 to 7 pounds.

In the best sense, that project belonged to those children. They helped prepare and serve meals. Four groups of girls from the fifth to the eighth grade assisted the cooks, while boy monitors enforced the cleanliness rule. They saw that every child washed his hands, dried them, and threw the paper towel in the waste basket.

This fall, the lunchroom will open again for "business as usual." Because health

is one business that must go on "as usual" during wartime.

Wartime is no time to cut down on school lunches. It's a time to build them up. Now, in particular, they are needed, first of all to keep kids healthy; second, to help get this war over quicker.

People work long hours in factories, turning out the materials of war. Meals at home may be hit-or-miss affairs. Women who exchange rolling pins for monkey wrenches haven't time to cook.

That means they are up against this proposition: either they take time off to shop and fix some good food for their families—or they don't.

If they do, it shows up in the production line. Absenteeism is the word for it. But what's a woman to do, when her youngsters are hungry?

If they keep on the job, the kids are likely to eat the wrong foods, get stomach-aches, and cause Mom to stay home eventually, anyhow.

So either way, they're stumped.

The best answer is the school lunch.

Freedom from want begins at noon with nutritious school lunches for all children. What is your community doing about it?

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That way boys and girls are sure of one good, nutritious meal a day. Supper can be a light meal, easily prepared. Parents can go to work knowing that their children will be properly fed.

Just giving Junior a quarter for lunch won't insure his getting a good meal. It won't teach him to eat spinach. He might spend it all on ice cream sodas and chocolate cake. But if he eats a school lunch, his folks can be sure he's getting what he needs to grow strong on—and good food habits, too.

There's another reason for school lunch programs. This country faces a tight food supply. Every bit of food must be used, and made to count. Sometimes transportation lines break down, and crops can't be moved. Often, it goes to waste. But in many cases, it can be funneled into school lunches, served fresh, or put up in jars or stored. That way children eat better, and farmers don't suffer the loss of months of work growing the crop.

Many communities plant Victory Gardens for their schools. Everyone helps with plowing, planting, weeding, tending, canning, and preserving. Then the school pantry is stocked full, and all the kids in the neighborhood eat nourishing lunches every school day of the year.

No Nationwide Plan

There is no unified, uniform school lunch or school milk program in our country. It varies from State to State, from neighborhood to neighborhood, depending on local interest and enthusiasm.

In many States, it is against the law to use educational funds for feeding children. It's all right to use them to teach "readin', 'ritin', and 'rithmetic," but not to teach—and provide—proper eating.

Many States have felt that these laws must be changed. For many years educators have been convinced that it doesn't do much good to try to teach a child on an empty stomach. Hungry kids can't concentrate.

Feeding children, say these educators is not a matter of getting rid of food or labor surpluses. It's a matter of getting food of high nutritive value into the youngsters.

Already many States have taken legislative action to make sure their young citizens will be properly fed. This year, Georgia amended its welfare act, allowing the counties to levy a tax to raise funds for school lunches. Louisiana is continuing its yearly appropriation of \$250,000, dividing it among the various schools on

the basis of enrollment.

In Montana, this year, school boards were given the power, and charged with the duty, "to provide foods, cooks, janitor services, and equipment for school lunches. New York changed its education law, leaving out the provision that cafeteria or restaurant service in schools must be self-supporting. It added a provision and funds for a school milk program.

South Carolina allowed \$76,000 for school lunch supervision. This will provide 46 full-time workers in the 46 counties of the State, plus 10 additional workers to be assigned to larger counties. In addition, \$100,000 is to be allocated to the counties on the basis of enrollment population (about 21 cents a pupil). This money is to be spent "for the promotion and development of the school lunch program in such ways as each county board shall deem advisable."

Utah this year passed a bill levying a retail sales tax on liquor—4 percent of the purchase price—the proceeds to be used for the school lunch program. They figure the fund will come to \$200,000, or about \$5 a child. The fund may be used for cooks, supplies, and equipment. The State Department of Education will receive \$20,000 annually for supervision.

Wisconsin passed a bill empowering school district boards to furnish lunches to school children, and pay for the lunches out of district funds. West Virginia has appropriated \$106,500 a year for the next 2 years, to be used for administration, supervision, and direct aid to counties.

Massachusetts schools may now provide free lunches for certain undernourished pupils. School laws in Nevada were revised to allow boards to make provisions in their budgets for school lunch programs. North Dakota took similar action.

The State Department of Education in Illinois is asking the legislature to appropriate \$3,000,000 for community school lunch programs. In Ohio, a bill has been proposed which will permit boards of education to use school funds to subsidize school lunches.

All this is current legislation. For some years now, California, New Jersey, Missouri, and Ohio have had laws of one kind or another permitting school boards to provide lunches for children, some of them allowing free lunches for undernourished pupils. In Michigan a State law provides that school boards may promote school lunches, but at no expense to the district. An effort to amend this law was made this

year, without success.

Such legislative action is a healthy sign; it indicates that States are accepting responsibility for school lunch programs; it means that the programs are becoming an integral part of our school systems.

So progress is being made, but measured against the need, the picture looks none too bright. Last year, 25 States took no legislative action on school lunch programs. In 26 States, no State funds are available. Some State education budgets include funds for school lunches, but only if Federal aid continues. Other budgets have funds to pay for supervisors, but none for foods or equipment.

Federal Help

Congress recently approved further Federal aid for school lunch programs.

The program is being planned to operate in a new and simplified way. Instead of buying food directly and distributing it to the State welfare agencies, which in turn made it available to the schools, the Food Distribution Administration will ask schools to make all food purchases themselves, through the regular channels of trade. They may buy any foods from a broad list announced by the War Food Administration.

Any nonprofit, public, private, or religious school or child welfare center is eligible for the program, so long as Federal assistance results in direct benefits to low-income, undernourished.

Schools will receive a specified amount per child per meal, depending on the type of lunches, provided all children attending the school or child welfare center are served. Children unable to pay must be served without charge, and there must be no distinction between paying and nonpaying children. Arrangements will be made for rapid payment to the sponsor by the Government, on receipt of a simplified report and voucher.

Federal aid of this kind will help tremendously with the job of seeing that kids eat nourishing meals at school. But obviously that Federal aid will require strong backing in the local community.

The more self-sufficient a local school lunch program is, the better chance it has of doing its job in wartime—and the healthier all children in our Nation will be.

All the aid, both volunteer and paid, that can be found must be rounded up—State and local boards of education, school principals and supervisors, parent-teacher associations, nutrition committees, men's

and women's clubs, nutritionists, Red Cross Canteen workers, Civilian Defense Volunteers, American Women's Voluntary Services, and any plain down-to-earth citizen who wants to help. School children themselves can be of first assistance.

From all sections of the country come reports of what people are doing, can do.

In Yell County, Ark., members of the Chickalah Home Demonstration Club equipped a kitchen and serving room for a hot lunch project. The 20 club members took turn about cooking and furnishing all foodstuffs not supplied by the United States Department of Agriculture last year. Space in the basement of a Methodist Church was donated for the project, and it was conveniently equipped to provide hot lunches for an average attendance of 63 children.

In Marquette, Mich., the school lunch committee sponsors an extensive gardening and canning program. Last year they planted 92 acres in beets, beans, tomatoes, chard, rutabagas, squash, parsnips, potatoes, carrots, and cabbage. They put up 15,960 cans of kraut, 46,056 cans of carrots, 40,488 cans of beets, 60,678 cans of beans, 21,624 cans of tomatoes, 40,872 cans of chard. All this food helped feed 11,980 children a day during last school year.

This year, canning and processing food for school lunches are more important than ever before. Schools are considered institutional users under rationing, and are placed on a points budget.

Home or community canned foods donated to school lunchrooms, must be "paid for" by the surrender of 8 blue points per quart when inventory is taken in the fall. But this is a far lower point

value than would be paid for most commercially processed foods. The school lunchroom with a well-stocked pantry of community canned foods, is less likely to be hit by food shortages, food transportation problems, or labor shortages in food industries. Also, large savings in funds are possible.

Though points allowed for school lunches are not as ample as many would like them to be, they are sufficient for nutritious, balanced meals provided fresh produce is used, too. Each child is allowed 12.6 blue points and 19.53 red points per month, for an average of 21 meals. That comes to 0.6 blue point and 0.93 red point per meal.

In regions where there is access to fresh produce, or where home canning has been done, these points are enough. But in areas that have a short growing season, and very little fresh produce, as in the Dakotas, the going may be lean.

That's why it is imperative for sponsors of school lunch programs to store, dry, or process as much food locally at possible.

In planning school lunch menus, pointstretchers should be kept in mind. Fortified margarine helps, and the less expensive cuts of meat—in both points and pennies—make excellent stews. Nonrationed or low-point foods such as dry peas, beans, and soybeans are high in nutritive value. Cereals make good dishes for children's lunches, as fillers for chowders and soups, or with sweetening for dessert. Simple dishes that can be easily prepared, on whatever cooking equipment is available, must be used for school lunch menus, if the program sponsors are to carry on successfully through wartime.

There are 28 million children in the United States, attending 240,000 schools. Last year, about 7 million had milk or lunch in school at noon. That leaves 21 million still to be fed.

The responsibility for the children in each community rests squarely on the people living and working there. Now, before school opens, is the time to take stock of the local situation, and see what can be done to keep school lunches going, or to improve them.

Next month, or next year, or after the war is over, may be too late.

Here are some booklets to help you start and carry on your program:

HUNGER QUIT SCHOOL. AWI-25. Pp. 12. Illustrated. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Tells how to start a program in your community.

SCHOOL LUNCHES AND EDUCATION. Helps from Federal Agencies. Vocational Division Leaflet No. 7. Address: Superintendent of Documents, Washington 25, D. C. 5 cents.

SCHOOLS AND WAR GARDENS. Some Guides and Resources. 1943, pp. 11. Address: U. S. Office of Education, Washington 25, D. C. Free.

THE ADMINISTRATION OF SCHOOL LUNCH PROGRAMS. Circular No. 211. June 1942, pp. 48. Address: U. S. Office of Education, Washington 25, D. C. Free. Practical suggestions and guidance for administrators.

HANDBOOK FOR WORKERS IN SCHOOL LUNCH PROGRAMS. With Special Reference to Volunteer Service. NFC-3, 1943. Address: Marketing Reports Division, War Food Administration, Washington 25, D. C. Free.



Hot soup, a sandwich, and fruit form a typical school lunch menu.



Mobile canteens serve meals in San Francisco playgrounds.

American youth pitches in

But all ages can help in this save-the-food battle. This shows how you can find your place.

Summer 1943, will be remembered by some of our teen-age citizens as the time the whole high school football team spent most of the summer digging potatoes, and the basketball team went away to help with the haying. Younger citizens will tell with reminiscent glee how lots of times the dentist couldn't see them because he was out helping some farmer get in his crops. A farmer in Iowa will recall how the preacher helped him regularly with the plowing that year, but had to knock off early on prayer meeting night. And members of a Colorado War Board will not soon forget how the part that women are playing was brought home to them. For on an application for rubber tires for his tractor, one farmer gave as his reason for needing them: "The lugs shake up my wife unmercifully."

Summer 1943, is showing us Americans up, and all in all, we can be proud of ourselves. Young and old are living up to what the feature writers have been saying about pioneer spirit and native American ingenuity.

School children in Louisiana volunteer to go to school on Saturdays so they can get out in time to help with the mammoth crop of early potatoes and string beans. Churches, Y. W. C. A.'s, and Boy Scouts sponsor farm labor schools instead of summer camps. Farmers think of new ways to pool equipment. The mayor of a town in Missouri runs ads for part-time farm help, with headlines like: "There's a pair of overalls that's just your size," and "You like to eat, don't you?"

Out in the irrigated fruit country uncountable hours of farm labor are saved because someone thinks of making a movable concrete ditch outlet to replace the traditional laborious earthworks dams at ditch mouths.

And in a certain county in a State that shall be nameless, a woman graduate of a tractor school calmly cleans and starts a bogged-down tractor after its owner and two neighbors have failed completely to get it going.

Yes; this summer of 1943 is something quite new and different. Let's look over a few case histories. You may find an idea here for your community.

Certainly, farming is hard work, and much of it takes the definite know-how that industrial jobs do; but there are scores of things the rankest greenhorn can do after a little simple instruction. There's fruit to pick—miles and miles of fragrant orchards weighed down with good taste and good health. Fall vegetables to gather—acres and acres of vitamins and minerals to help us all through the winter, if we don't let them wither and rot. And then the corn to be husked! Like the encampment of a 10-million-man army the rows of shocks cover the rolling fields of our country. And in each shock are several score ears of corn which must have the shucks pulled off them.



Boys and girls like these are doing real jobs—replacing men gone to war.

Organization of a fairly complicated character preceded much of the mobilization for farm help. The entire emergency farm labor program is under the direction of the War Food Administration of which the Extension Service is a part. County and home demonstration agents of the Extension Service, working with the U. S. Employment Service have been indispensable nuclei around which the program has grown. Extreme care is taken in the selection and placement of the Crop Corps members, particularly with the youngsters of the Victory Farm Volunteers. Farmers who needed help applied to their county agents last April and May. The agent reported the total requests to the School Board, which turned them over to the vocational guidance and placement officer.

In Washington, D. C., the placement officer for the city schools is Mrs. Mildred Percy. In her hands was placed the job of recruiting 200 boys for work in nearby Montgomery County, Md. Mrs. Percy appointed one teacher in each school as "farm leader" and gave him a quota to fill. He told the boys there was real work to be done. It would be harder and they'd get less pay for it than for town jobs, he warned, but that it was a chance to be of real service.

Applications, plus the written consent of the parents, poured in and were okayed or vetoed by him, as a first step. Under, "What work have you done before?" appeared all the usual summer jobs of American boyhood—paper route, soda jerker, delivery boy, movie usher, butcher boy, and one Senate page. No problem boys were accepted. No smart alecks or weaklings. No one under 14. There were few applicants over 16. The seventeen-year-olds are in general pretty busy trying to get all the education they can before that momentous eighteenth birthday.

Next step was a mass physical examination. Besides the doctor and his assistant there were nine nurses and a dental hygienist on hand to see that every candidate got a thorough going over. Teeth caused

most of the turn-downs. Supervisors want no sudden toothaches in camp, miles from a dentist, to disrupt the bucolic scene.

Now, successful applicants had a chance to see what it was like to work on a farm. The County Agent arranged to have the boys take three Saturdays training on farms before they actually went to farm labor camps, officially signed up. At school the nurse gave them a few tips which came under the head of self-preservation—how to identify poison ivy, where to look for ticks and what to do if you get one on you, and how to powder sulphur around your ankles to keep off chiggers.

With this minimum equipment, the agrarian commandos set out on their mission. School busses met them at the end of the carline and the farmer and the County Agent started them on their jobs. They thinned corn and pitched hay. They piled rocks and raked manure. They watered and fed the horses. Three Saturdays of varied tasks of this sort washed out anyone who found he was allergic to farm work. At the close of school, the supervisors were assigned to labor camps near the farms where they are now working.

Camp costs them \$3 a week. The farmers pay 25 cents an hour. Montgomery County contributes a subsidy of \$10,000 for camp expenses.

Meantime, the girls were giving the recruiting office no peace with their demands to be allowed to work on farms, too. An announcement that 50 girls were needed to pick string beans, brought 150 applications. They get 50 cents a bushel for picking the beans and pay \$7 a week for room and board at a camp where there is a recreation program for off-hours. If anyone wants to drop out, there are two applicants ready to take her place.

Nature, however, is notoriously unorganized and oblivious to the conveniences of human beings. So, long before the first Victory Farm Volunteer application was filed, millions of strawberries in Southern States were turning scarlet in the spring sunshine. Acre after acre of one of America's favorite fruits was about to go to waste. The migratory workers of past years are migratory no longer. They are not waiting around for fruits and vegetables to ripen. They have full-time jobs in war plants or in the service, and it is up to the community to save the crop.

In Portland, Tenn., 5,000 pickers were mobilized in a few days, through news-



Scouts from Houston, Tex., weigh their "take" after work in a truck garden. Thousands of youngsters—and oldsters, too—are spending vacations helping with harvest.

paper and radio appeals, to save over a million gallons of berries. Quick-freezing plants were soon working to capacity. Trucks from the fields waited all night to be unloaded. In a few weeks it was over. The emergency army could feel its sore muscles and smile complacently, because they'll be veterans for the coming battles of string beans and tomatoes.

Asparagus is another crop that won't wait for school to close. At Bridgeville, Del., there are 100 acres of this spring favorite. It must be cut every day as the tender shoots develop. Fifty Boy Scouts from Wilmington took over. They set up camp with their leaders near the site and worked 5 hours a day. The grower was so pleased that he paid them adult wages, 40 cents an hour, and asked for more Scouts when the first troop went back to school.

In Louisiana, a freckled-faced army of overalled urchins wrote agricultural history in some parishes (counties) when they harvested the spring crops of potatoes, beans, and tomatoes, in a veritable blitz attack.

In the famous Teche country of Louisiana, a long dry spell caused the beans to mature much earlier than usual and the farmers of Lafourche, Terrebonne, and St. Martin Parishes faced the prospect of seeing them rot in the field for lack of pickers. "Tonnere de Dieu" What to do?

asked the distressed Frenchmen in the Cajun country.

But this quandary did not last long. Farm boys and town boys came to the rescue! In Terrebonne Parish alone they harvested 3,000 acres of beans, and 3,000 acres of beans is a lot of beans to pick!

"Like it?" repeated one weather-beaten Terrebonne farmer, when asked what he thought of using 90-pound pickers, "I guess we did like it. They saved our crop. Of course they skylarked some, but they were good boys, with all the spirit of their big brothers who're fighting the Japs and the Germans."

The teen-age boys were ready to go to the fields because Terrebonne's superintendent of schools realized several months before that they would be needed to help pick the beans. He made his plans accordingly. School work was stepped up and classes met on Saturdays so that school could close 2 weeks earlier than usual.

Earning money was a powerful motive behind this teen-age employment, yet patriotism too, had the youngsters keyed to high pitch. They knew that these crops were vital food-stuff for our armed forces. So after working at top speed in harvesting, many of them went into the commercial canning factory in De Soto Parish and into the tomato sheds. Not one complaint was heard about them, either, and there was plenty of room for



Louisiana Land Army girls to the rescue! All these luscious tomatoes might have spoiled on the vines if they had not gathered, graded, and crated them for market.

mistakes—what with canning 24,000 cans of beans daily.

But, don't think we are relying on teenage youngsters entirely to put food in the pantries of the world. They are doing an amazing job, but adults are working hard, too. Let's take one or two examples: The American Women's Voluntary Services through its Agriculture Division did notable work in 1942. In California, they established harvester camps for 800 women, who picked cherries, berries, apricots, pears, peaches, apples, prunes, tomatoes, grapes, lemons, and garlic.

This summer, their work continues along the same pattern, closely integrated now with the Women's Land Army. Classes are conducted regularly to teach those aspects of orchard work that can be learned from a blackboard. A new camp has been established for the purpose of pruning, thinning, and eventually harvesting such crops as plums and grapes. Fifteen-year-old boxcars have been fitted up as barracks in which the women live, six to a car, on one 8,000-acre project. All tree and field work is done under the supervision of experienced crew foremen and forewomen. The laundry and shower facilities have been provided and there are even beauty parlors and recreation rooms. Many workers who started experimentally last September are still there. They are paid the current wage scale.

But more than that, they recognize that the work they are doing is a serious contribution to the war effort. And now they may wear the uniform and insignia of the Woman's Land Army.

In Washington, D. C., last year, the AWVS assisted in recruiting labor to save the apples of Maryland and Virginia. Workers from the Government offices used their Saturday afternoons and Sundays to help harvest 4,000 bushels of apples. Following this, a winter course was organized to train land workers.

Already this year, over 500 women in Washington have been recruited to work Sundays and on their vacations to do all types of farm work. Woman's Land Army schools at Blacksburg, Va., Farmingdale, Long Island, and the University of Connecticut gave courses in farming which lasted from 3 to 6 weeks. Labor camps for girls and women similar to those established by voluntary organizations last year are running in many States.

Farmers are patient

And what about the farmer in all this upheaval and change? With women and children overrunning his fields and orchards, with machines wearing out and sons gone to war, how is he making out? Well, the truth is, he's making out fine. He's bettering his record for patience and resourcefulness on every count. He takes

the volunteer labor in his stride, and he figures out ways to get volunteer machinery, so to speak.

In Clinton County, Ohio, the County Agent helped the farmers to make a "machine map" of the entire county. Every tractor, truck, harrow, plow, and combine was spotted for all to see. Negotiations through the Agent's office arranged for scheduling the machines where they were most needed.

In Preble County, the Agent and a group of local implement dealers decided there was a considerable amount of farm machinery which would be unused by its owners in 1942 while other farmers in the county needed the equipment. A county consignment sale was organized in March and farmers were asked to send in any farm tools which they would not need this year. Sale day brought 142 pieces of equipment consigned by 59 farmers. The collection included almost everything from a thresher to wheelbarrows.

Auctioneers disposed of all usable tools at a total sale price of \$1,547.50. Junk dealers bid in a few pieces which were beyond repair. The farmers who sold the tools immediately bought \$1,152 worth of war stamps and bonds.

Summit County, Ohio, is setting up a series of farm machinery trading posts, where tools can be left with implement dealers to be swapped for some needed piece of equipment.

Sour note

And just so you'll not get the idea that we think emergency farm labor tapped a well of Utopian perfection, here are a few things on the other side of the picture: A farmer in Colorado said of the merchants who closed their stores to help gather the crop, "Sure, they come out to help a little, just for the advertising."

An enthusiastic group of 200 from one of our largest cities went out en masse to have a working vacation on a nearby truck farm. One hundred and forty-seven left before the first week was over. Their verdict: Too much work, not enough vacation.

An enthusiastic Land Army girl left her farm job after 3 days, because she was treated like a servant by the "gentleman farmer" and his family.

But those instances are notable for their rarity. Literally thousands of new workers—men, women, and children—are working at tasks they never dreamed of tackling before. They are showing themselves and our allies—and our enemies—that Americans can dish it out at home as well as at the front.



Exit vitamin C through cut and peeled surfaces when you make raw salads too far ahead.



You can help save perishables by keeping "hands off," shopping before the week-end.



Another stop-over, much waste through trimming as food travels from field to table.

Watch

Food is strength. Lost food is the stuff of defeat.

Fruits and vegetables are protective foods. We need more of them. They give us not only energy, but vitamins and minerals that help keep us in good fighting trim.

But every August, Americans hit the peak of wasting this good food. We throw out on an average two-thirds of a pound of eatables daily the year round. In August, nearly 75 out of every 100 pounds of edible home garbage are fruits or vegetables, all or parts.

Why this pointless ending for food not easy to produce? Take a peek into your own garbage pail for a clue.

Probably the biggest reason is the seeming plenty of current supplies. Like a spendthrift who can't hear the wolf at the door over the music of pocket jangle, we tend to be prodigal of foods in abundance. When gardens are at their peak and markets getting a variety of fresh supplies daily it is easy to forget how short-lived is the growing season.

Another thing, it is for good reason that the trade knows many fruits and vegetables as "perishables." Unless they are eaten or "put up" at once there is plenty that perishes.

Whether food goes to waste unharvested in the field, uneaten on the plate, or somewhere in between, it is a loss we can ill afford. The point is to stop it now. Here are some points of attack.

Do you know what's on the market when you make out your shopping list? Grocery ads, food columns on women's pages, and the radio are all reporting the food picture from day to day—helping to prevent the waste that comes when buying lags behind supply changes.

It's a good idea to shop more than once a week for perishables if you can—and ahead of the week-end rush. This week-end shopping habit of ours means that grocers must stock up on enormous amounts at one time, overtax their storage facilities. Fruits and vegetables spoil, get bruised, are mishandled by untrained help hired to take care of the rush.

Consumers' guide

your waste measure

Fruits and vegetables aren't as plentiful this year as last. One way to up production is to cut down waste all along the line.

Do you shop by the touch system? Must you pinch every peach, fondle every tomato, snap a sample bean? You are ruining good food—you and other shoppers who do the same. In every fruit and vegetable there are "seeable" marks of good and poor, obvious from a reasonable distance. You know some of them. Here's what to look for in two fruits and two vegetables for a starter.

Peaches.—Judge ripeness by the background color that underlies the rosy blush. On a good peach this complexion color is whitish or yellowish. If it is greenish, the peach probably was picked too green and will get old and shriveled without ever ripening properly with good flavor. You can tell decayed peaches by brownish soft-looking spots. And you can learn to detect bruises by soft-looking places on the skin. Naturally, you'll have to expect some bruises. A tiny hole with gum oozing out is the sign of a worm at work.

Bartlett pears.—Look for those that are clean and free from blemish. You can soon learn to tell mild scald discolorations and limb rubs that are only skin deep. Most pears are picked when underripe, and ripened later in storage rooms. If you get one that is a little underripe it will ripen after a day or so at room temperature. Avoid wilted or shriveled pears.

Snap beans.—Look for fresh, bright, green, clean beans with no spots. Get all about the same size if you can, so they'll cook evenly. A snap bean that is firm, fresh, and tender looks that way.

Tomatoes.—Good tomatoes are well-formed, plump, smooth, and of good color. They are firm, too, but you don't have to touch to tell. Learn to recognize that look of "filling out its skin well." Avoid tomatoes that look soft in spots or are wormy. Those with growth cracks may be a good buy if used right away.

How much you can buy without waste depends on what storage arrangements you have and how regular the family's mealtime habits are. A good rule: When in doubt, don't buy it. Dead-ripe fruits or tomatoes must be used at once.

But every day be on the lookout for surpluses too small to be handled through the regular marketing channels. Watch those Victory gardens. Are the tomatoes coming on so fast you can't eat them all yourself? Put them up, sell them, swap them, give them away. But see that they are saved. If you have no garden, you can buy a neighbor's surplus.

There's no end to the good you can do along this line if you put your mind to it. As an example, there's one farmer in Kansas who grows good melons year after year. He trades them for fruits and vegetables grown by the neighbors. He has fresh fruits and vegetables all summer and canned ones for winter this way.

Still another type of waste often overlooked is the fruit that grows on wild bushes or trees on out-of-the-way parts of the farm or on vacant lots. There's the example of one Oklahoma woman who picked wild fruit and berries on shares—put up 210 quarts of fruit and preserves.

Safe storage

How many times have you cleaned out the refrigerator or the pantry to find a few shriveled carrots—moldy tomatoes—bits of lettuce—left-over vegetables?

Your refrigerator can keep food—but not indefinitely. Every time you store a left-over, it's a good idea to plan for its use—to check up on what you have in the refrigerator before you go shopping.

There's a best way to store every fruit and vegetable. Here's a quick check.

Greens.—Wash and drain. Store in a covered vegetable dish in a cold place. This goes for radishes and celery, too. Store cooking greens piled loosely—either in a vegetable pan or a waterproof bag.

Corn, peas, limas, snap beans.—Keep tightly covered in the refrigerator or very cold. Let corn stay in the husk, limas and peas in the pod until stored in a cold place.

Cabbage family.—Store uncut, cold, not too dry.

Root vegetables.—Beets, carrots, and such need a cool ventilated space. Cut tops to 2 inches to save space.

White potatoes, onions.—Dry, cool, dark. Buy in smaller amounts in hot weather.

Sweet potatoes and squash.—Dry and cool.

Fruits.—Put grapes in a shallow tray in a cold place. Wash them just before you serve. Spread peaches, pears, plums to keep from bruising. Keep ripe fruit cool, underripe fruits at room temperature.

And on to the table

Unless food is eaten it is useless. So prepare and serve it to make every bit count.

Onion tops may be cut up in a salad, used to flavor cooked vegetables or soups. Tops of beets and turnips are greens and as good food as the bottoms. Outer leaves of cabbage and lettuce aren't wrappings to be thrown away. They rate highest of the whole head in vitamin A and iron. Celery leaves may be dried for seasoning later on.

Either don't peel or keep peelings thin. If you peel every potato, you throw away one out of every seven.

Be realistic. Cook what your family eats, not what you wish they would eat. Aim a little under rather than a little over and get rid of the left-over problem.

Unmeasurable but certain are losses of food through improper cooking. Best way to cook vegetables is to use little water, keep a lid on the pan, and get it over with quickly. Cook them until they are tender, no longer. You may have to watch them more carefully to see that they don't boil dry and burn—but there will be less cooking water. Since this water has in it some of the vegetables' vitamins and minerals, it should be used.

Slice raw fruits and vegetables for salads shortly before serving time. Vitamin C is a here-this-minute—gone-the-next sort of food value when it is exposed to air.

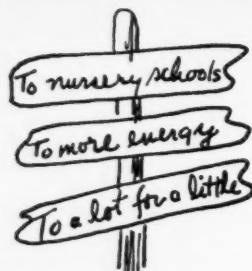
If you are in the habit of making green vegetables greener with a pinch of soda, forget it. You're destroying vitamin C and thiamine.

Squeeze the last little bit of juice out of oranges. And eat the pulp.

Serve all attractively, and well-seasoned.

In short, we are at war. Food is precious, every bit of it. Make it do its full war work.

GUIDE POSTS



Who takes care of the welder's daughter?

When school let out in June mothers were locking their children in the family Ford, then checking in at the Kaiser shipbuilding plant. Or sometimes the women stayed at home because they worried so about their youngsters. This absenteeism in many cases delayed production, especially when the absentees were highly skilled workers. But now that is all over. These experts in shipbuilding at the Richmond, Calif., plant can work without anxiety because their children are playing, dancing, swimming, reading under the direction of trained recreation people in a child care program for children from 6 to 16. A nursery school for preschool children runs hand in hand with it.

Boards of education usually sponsor such programs as these for children of working mothers, and, with the parents, pay half the operating costs, while the Lanham Act funds provide the remainder.



More horsepower

In Brooklyn they call it "soyloin" steak and maybe they have an idea. There is approximately as much protein ounce for ounce in soya flour as in sirloin steak. And for far less money. Right now in test cities across the continent one and two-pound packages of soya flour and soya grits are selling at 12 to 15 cents a pound. They come equipped with recipes for muffins, stuffings, pancakes, meatloaves, all with appetite appeal. By October, retail stores everywhere will be sliding soya flour and grits across the counters to the nutrition-minded homemakers of America.—Zing . . . it slides! One pound for 15 cents. No red stamps. Result: one half-pound of protein.

A lot for a little

If you are tired before the morning is out, try a dish of oatmeal and milk for breakfast. It is rich in minerals, in vital vitamin B₁, proteins, and calories. Many women are putting oatmeal to cracker crumb uses, browning it under the broiler to be sprinkled on salads and desserts in place of nuts, stirring it into meat loaves. If the test of a good cook is imagination, then varied uses of oatmeal is sure to be one of the proofs of good cooking.



They say . . .

A child can do the marketing in England. Women don't have to stand in long

CONSUMERS' GUIDE

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Editor, Ben James; associate editors, Alice Nichols, Anne Carter; contributing writers, Gean Clark, Virginia Fairfield, Gladys Solomon, Elma Van Horn; art work, Ted Jung.

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queues or rush to be among the first in the door when the store opens because the food is always there, waiting for each customer. The grocer has the family ration books, and a child can go and get whatever the total ration is. As for the grocer, he has food only for those customers who are registered with him.

Give these fish a hand

How broad are your fish acquaintances? How many can you call by their first names and recognize by their flavors?—Well there are a lot of fish lovers who neglect some of these very finest fish. Take suckers, sea robins, dogfish, or catfish. They are kept in the water because their appearance—not their taste—is against them. Shellfish (especially mussels) menhaden, carp, burbot, little smelt, buffalo fish, quillback, bowfin, and hake are other neglected fish. But ocean pout, once a wallflower, has stepped up into the best seller lists to the tune of 3 million pounds. The rosefish in frozen fillet form is also rising to popularity, even in the Middle West where over a million pounds were sold last year. The Department of Interior has a new booklet out called "Wartime Fish Cookery" which tells how to make friends of fish you've neglected. (Conservation Booklet No. 27.)



The Fuzzy-Wuzzies like it

Aussie and American troops carry 7-inch tobacco rope in their pockets down in New Guinea, the Solomon Islands, and New Britain, just in case of emergencies. If they become lost or ill they can buy good will and the services of the Fuzzy-Wuzzies for a length of the rope. The natives pass it from hand to hand like money, and chew it only when they have accumulated enough to be profligate with it. Like the millionaire who lights his cigar with a \$20 bill.

CG News letter

A Wartime Supplement to
Consumers' Guide

August 1943

Rounding up reports from U. S. Government agencies between June 25 and July 25

CONSUMER GOODS CUT FROM CRADLE

While war goes on, simplification is the order of the day. Newest list limits style variations of 1,000 items, 500 of them now used by householders.

Reason for it all, says OWI is to conserve essential war materials, manpower, and machines. Those on the list for 1943 will save thousands of carloads of transportation space, millions of square feet of factory warehouse space, will add to the country's stockpiles by reducing inventory requirements 25 percent, and will increase the total productive capacity of the country's machines by 10 to 20 percent.

Among the items affected are wood furniture, reduced to 24 basic items; ice boxes, limited to 2 models with a food space of 3½ or 5 cubic feet; cooking stoves, one type; wallpaper, only 60 percent as many new patterns are now allowed in one width, 19½ inches; and wax paper, limited to not more than 12 inches in width and a roll containing not less than 125 feet. Can sizes and glass jars have also been simplified as to size.

The consumer will still get his basic needs, but like the baby who now rides in a carriage in which the iron and steel are limited to 9 pounds, he'll get them but not much more.

PROTECTION FOR TEEN-AGE PROCESSORS

Processing workers are scarce and teen-agers are being asked to take on the work of putting up the Nation's and the Allies' food needs. Processors are ready to dehydrate, can, and freeze all the food the farmers can supply, but they need help. Teen-agers can do a considerable amount of the work, but they must comply with minimum age requirements of both Federal and State laws.

Under Federal law, the minimum age for persons engaged in canning, dehydrating,

and freezing operations is 16 years. In drying yards, boys and girls of 14 and 15 may cut and sort fruit under special conditions. They may also work in the offices of processing plants or do other work not involving manufacturing or processing.

Some occupations in connection with processing are closed altogether to boys and girls under 18. They cannot be employed as motor vehicle drivers or helpers, for example.

In States where the State law conflicts with the Federal law, the one which sets the highest standards prevails. Any doubt about the provisions of the law can be clarified by writing to the Children's Bureau, U. S. Department of Labor, Washington, D. C., for information on the Fair Labor Standards Act relating to the employment of young people.

COFFEE IN EVERY POT

It's no news by now that coffee rationing is no more, but here's one point this department would like to make.

Coffee is perishable when it is ground up and exposed to air. Most coffee is sold in paper bags these days, and not in airtight containers. So just because you can get all you want again, don't go out and buy a lot and let it spoil on your pantry shelf.

PRICE CEILING PICTURE

The price ceiling picture is an ever-changing one, and recent adoptions and revisions hit a variety of things from food to household articles.

Increased maximum prices have been granted by OPA to: peanut butter sandwiches, peanut candy, macaroni and spaghetti dinners, chow mein noodles, dietetic health foods, rice farina cereal, and some brands of tea.

Price reductions have been effected on

seven fresh berries for table use and home canning. These berries are red and black raspberries, youngberries, boysenberries, loganberries, blackberries, and gooseberries. Lettuce prices have been cut approximately 25 percent, and cabbage prices 50 percent.

As a major step in simplifying price controls for the wholesale and retail grocery trade, OPA has issued over-all fixed mark-up regulations, under which most groceries, both dry and perishable, will be priced. Grocery store commodities not covered by the over-all regulation include: beer, liquors, candy, bread, milk, ice cream, fresh fish, and tobacco.

OPA has given authority to its regional offices to stabilize restaurant prices. In Region II (covering New York, Pennsylvania, Delaware, Maryland, New Jersey, and Washington, D. C.) restaurant prices have been frozen at the highest level charged from April 4 to April 10, 1943. Patrons of restaurants may ask to see the menus or price lists for that period, to check against overcharging.

Dining car prices are also frozen. February 1 to April 10, 1943, was the period used to determine the levels. "Economy" meals, stripped of appetizer and dessert courses, are being served. Top ceiling for breakfast is 85 cents, lunch \$1.00, and dinner \$1.10.

RENT CONTROL

OPA's entire rent control program was upheld in three sweeping decisions handed down by the Emergency Court of Appeals. They emphatically established the constitutionality of the program.

CLOTHING

You should pay no more for fall clothing this year than you paid last year. A revised maximum price regulation for manufacturers will result in consumer ceiling prices for women's, girls', and children's fall dresses, suits, coats, blouses, and similar outer apparel at approximately last year's levels.

CONSUMER GOODS

Ceiling prices have been placed on used, rebuilt, reconditioned, or renovated consumer durable goods. Articles covered include: used furniture, bedding, stoves, floor coverings, portable lamps and lamp

shades; miscellaneous houseware items, handtools and hardware items such as shovels, wheelbarrows, hatchets and carpenter's tools; baby carriages, musical instruments (except pianos); commercial kitchen equipment, beauty and barber shop furniture, store and office fixtures, and coin-operated vending machines.

BACKYARD WEEKENDS BEST

Weekending in wartime is no pleasure and interferes with war transportation, says OWI. Furlough travel for men in the service reaches a peak on weekends and a holiday weekend increases the load. Railroads and bus lines are doing a heroic job attempting to keep travelers comfortable and to keep up their standards, but it is impossible for them to maintain all their usual services under difficult wartime restrictions.

The traveler finds the effect of wartime on transportation in the reduced length of rest stops on busses, in longer bus schedules, in fewer comforts. Trains arrive late and crowded because there are fewer of them for civilian travel.

Men in the service come first, and eating in dining cars is a matter of getting what's left after the armed forces have been fed. Moreover, travelers are asked to take their trips during the middle of the week when they'll be making a generous contribution to the comfort and pleasure of the armed forces, holiday or no. As a result, many have reached the conclusion that a weekend spells more fun and rest if spent in one's own backyard.

CARS CONTINUE TO BE A WORRY

Owning a car and operating it takes a lot of keeping up with regulations in wartime. Newest notes on tires are these: Suitably branded unrepaid tires can now be bought by holders of rationing certificates. About one million emergency tires that are unsuitable for recapping, but are very serviceable for spares and for use of low-mileage passenger-car drivers, are being made available at the ceiling price of one dollar a tire.

As for gasoline, the supply situation is no better, but it is also no worse. There is no contemplated reduction in the Eastern shortage area for A, B, or C gasoline coupons, says OPA. Some war workers in the Northeastern area will have some of their

lost mileage caused by the recent B and C coupon cut, restored. Also in the restricted Northeastern area motorists may use "A" rations for one round trip to a summer home or other vacation place in absence of adequate alternate transportation.

Air raid wardens will continue to get supplemental mileage for their duties, up to the maximum of a "B" book, states OPA. Victory gardeners will not be granted new gasoline allowances any more this season, however, but they may continue to use the extra rations already granted to them for traveling to their gardens.

BUY IT ONLY IF YOU NEED IT

Frills and fancy work on bed linens are out for the duration, but the supply of sheets, pillowcases, and towels will last if housewives buy only what they need. That's the verdict of WPB after making a supply status round-up.

Care saves wear on bed linens and our Government is asking homemakers to do that to make them last, for our armed forces need bed linens too. They also need mattress covers, terry cloth, and sleeping bags, and production for civilians has been cut.

New down is going into sleeping bags for our fighting men. Comforts now being made contain only used down that has been sterilized and reprocessed. You can buy cotton, rayon, and wool blankets, but only up to 84 inches in length and in only 4 solid colors: rose, blue, green, and cedar.

Table scarves and dresser scarves of cotton sateen are no longer being made, but there are still fine Irish linen tablecloths and napkins on the market that are yours for the buying.

TURNING ON THE HEAT

It may be hot where you are now, but winter's coming, so give some thought to fuel and stove rationing.

Nation-wide rationing of heating and cooking stoves is scheduled for mid-August.

If you live in an oil-heated home, be sure to return applications for next year's fuel oil rations to your War Price and Ration Board as soon as possible. While there is no deadline for filing applications, it is possible that those who delay may have difficulties in getting supplies before the first cold weather arrives.

Value of heating oil coupons for the first "heating period," good for purchases from July 1, 1943, to January 3, 1944, has been set at 10 gallons per unit in the 33 States under fuel-oil rationing.

WORTH REPEATING

Order it now, that's the advice of Solid Fuels Administrator, Harold L. Ickes, on the coal situation. The Nation's requirements for soft coal in 1943 is the largest in its history—5 million more tons than the 1942 production.

Mr. Ickes also states that users must take delivery as the coal can be supplied. He urges cooperation with your dealer, in allowing him the fullest possible latitude as to the size and kind of coal and to your delivery arrangement.

"STYMIE" THE STEALERS

Safeguarding dependency allotment checks is one of the jobs of the U. S. Secret Service, and this agency is asking your help. Millions of Government checks are being sent by the Army and Navy to dependents of soldiers and sailors, and a lot of them are being stolen from porches, mail boxes, or other places, and then forged. When that happens, those entitled to them may go without food or fuel, or suffer other hardship. If you receive checks from the Government the Secret Service says:

1. Be sure some member of the family is at home when the check is expected.

2. Print your name plainly on your mail box and equip it with a lock.

3. Cash your checks in the same place each month. This makes identification easier.

4. Endorse your check only in the presence of the person you ask to cash it.

Other cautions on the subject are issued by the Secret Service to those who are asked to cash Government checks. If you are in that position be sure to:

1. Insist that the person presenting it identify himself properly as the person entitled to that check.

2. Before accepting the check ask yourself this question: If this check is returned because of a forged endorsement, can I locate the forger and recover my loss?

3. Insist that all checks be endorsed in your presence. If the check is already en-

dorsed, ask that it be endorsed again, then compare the writing.

4. Require all checks to be initialed by the employees who pay out money for them, or who will approve such payment.

THIS AND THAT

● Watch for heavy local supplies of fresh fruits and vegetables—especially tomatoes. Use your Victory Garden victuals for your own table, and take advantage of low prices on commercial vegetables by canning all you can. Remember that cabbage can't be put up in tins for civilian use, so if you want to be sure of your supply, put up your own. Watch other local supplies of vegetables, like yellow squash and snap beans, and make the most of them.

● It's illegal for a storekeeper (who sold flashlights and batteries separately in March 1942) to require that you buy a new case, if you want only a battery. Tell your local OPA office about it, if you have a complaint.

● Rumors that OPA plans to reduce or eliminate cigarette brands or brand names, or to provide for only one cigarette, are baseless. One compact order on price controls is being prepared, but it does not eliminate brands.

● Remember the first cans of concentrated soup to come on the market nearly a year ago? They all had to bear a label stating that they were made according to a new formula. That label is coming off the cans now, since practically all the old-formula soup has been sold.

● Farmers who are having to pay more for farm batteries than they did in March 1942, have been asked by OPA to report sellers to their nearest War Price and Rationing Boards.

● Consumers may expect to find more tuna fish on grocery shelves soon. The entire production of canned tuna and tuna-like fishes packed after June 27 will be available for U. S. civilian consumers.

● Baseball, track, and football shoes have been released from rationing.

● Three-fourths of the States have received approval by the Children's Bureau, Department of Labor, of programs for medical and hospital maternity care for wives of men in the four lowest pay grades of the armed services. Secretary of Labor Perkins has reported.

● Work clothes will have better pockets than formerly. First-quality goods may now be used for pockets and waist bands in men's work clothing, according to a WPB ruling.

● Motorists and all other gasoline users should be sure to make necessary endorsements on all coupons in their possession, and on any new ration coupons that may be issued to them. For motorists, this means writing the license number and State of registration on each coupon.

CONSUMER CALENDAR

- Aug. 1—Red Stamps T and U, Book 2, good through Aug. 31.
—Blue Stamps R, S, and T good to Sept. 7.
7—Blue Stamps N, P, and Q, Book 2, expire.
8—Red Stamps V, Book 2, good through Aug. 31.
15—Red Stamp W, Book 2, good through Aug. 31.
—Sugar Ration Stamp No. 13, Book 1, (5 lbs.) expires.
16—Sugar Ration Stamp No. 14, Book 1, (5 lbs.) good through Oct. 25.
Stamps No. 15 and 16 good for 5 pounds each for canning sugar through October 31.
22—Red Stamp X, Book 2, good through Aug. 31.
29—Red Stamp Y, Book 2, good through Sept. 30.
All Aug.—Period 5 coupons for fuel oil good for 10 gals. per unit in all zones until Sept. 30. New Period 1 coupons also valid at 10 gallons per unit.
—A-6 gasoline coupons (3 gals.) good in 17 Eastern States and District of Columbia through Nov. 21.
—A-7 gasoline coupons (4 gals.) good elsewhere through Sept. 21.
—Tire inspection deadlines: A card holders—Sept. 30; B card—Oct. 31; C card—Aug. 31.
—Shoe Stamp No. 18, Book 1, good for one pair of shoes through Oct. 31.

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